



L'ORÉAL
PROFESSIONNEL
PARIS

JULY 2019

UNIQUE ART



MASTER FRENCH HAIRSTYLING

*INTRODUCING
THE NEW LOOK OF*

**TECNI
ART.**

WITH PROFESSIONAL STYLERS CO-DEVELOPED
BY HAIRSTYLISTS FOR HAIRSTYLISTS



#lorealprou #tecniartus

WHAT'S *CHANGING*



THE *PACKAGING*

- Clean, clear packaging
- Color coded for easy navigation



THE *BRANDING*

- Putting the Pro first
- 0% Retouched, 100% Tecni.Art



NEW *PRODUCTS*

- Transformer Lotion
- Transformer Gel
- Fix Polish (Coming Nov.)

THE NEW STYLING PORTFOLIO **STREAMLINED & EASY TO NAVIGATE**



THE ESSENTIALS



TEXTURIZERS



TRANSFORMERS

PREP & FINISH

YOUR CLIENTS WITH TRANSFORMERS

*WET OR DRY HAIR,
INFINITE POSSIBILITIES*

1

TRANSFORMER LOTION

Prep on wet hair: Apply blowdry lotion to prep, smooth, and protect.

Finish on dry hair: Work paste through hands and apply for definition and texture.

2

TRANSFORMER GEL

Prep on wet hair: Gently emulsify the gel into a foam. Apply from roots to lengths to achieve volume and lift.

Finish on dry hair: Apply the gel on short cuts for control or on curls for definition without stiffness.

Application: Both Transformers offer a cleaner touch, leaving little residue or the need to wash hands after use.





MASTER FRENCH STYLING WITH TRANSFORMERS

ROMANTIQUE KNOT

STEP 1

Prepare the hair

- Dampen hair using Transformer Lotion
- Blow-dry, twist with a small round brush, fix with Next Day Hair
- Finger brush and apply Infinium 4

STEP 2

Create a braided knot

- Give grip to the hair with Super Dust
- Tie up hair into a low knot and fix it with pins

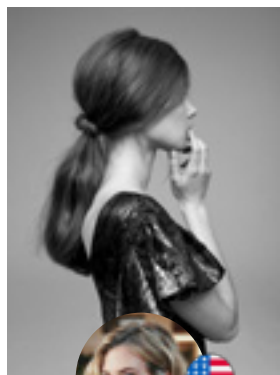
STEP 3

Pull and texturize strands

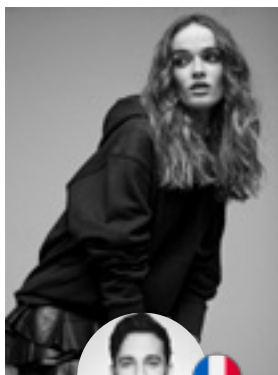
- Pull out strands around the face and scrunch with Transformer Lotion

STYLE LOOKBOOK AVAILABLE ON LP PLUS

0% *RETOUCHED*, 100% *TECNI.ART*



@STREICHERHAIR
SALON OWNER,
CELEB STYLIST
IN LOS ANGELES



@MYSACHA
SALON, CELEB &
EDITO STYLIST
IN PARIS



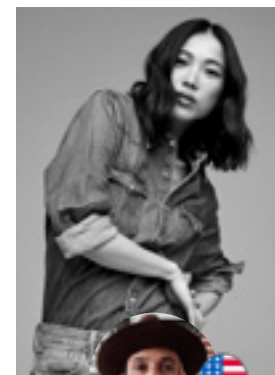
@AHNCOTRAN
SALON, CELEB &
EDITO STYLIST IN LA



@ADAMREEDHAIR
PERCY & REED
SALON OWNER
EDITO STYLIST IN LONDON



@DENIS_DO_AMARAL
MULTIPLE SALONS
OWNER IN PARIS



@DOMDOMHAIR
CHRIS MC MILLAN SALON
DIGITAL GURU:
470K FOLLOWERS

**6 STYLISTS. 6 SIGNATURES. 6 LOOKS.
NO WIG. NO EXTENSION. NO PHOTOSHOP.**

Model assets available on

www.LorealProfessionnelPlus.com

THE SALON EMOTION CLIENT JOURNEY

TO ENHANCE THE IN-SALON EXPERIENCE & DRIVE SELL-THROUGH



SERIE EXPERT ABSOLUT REPAIR

THE GOLD STANDARD
OF PROFESSIONAL REPAIR

NEW IMPROVED FORMULA
NEW STAR INGREDIENT
NEW STAR PRODUCTS

COMING
AUGUST
2019

LIVE THE DIFFERENCE

INOA™ + **SOURCE**
essentielle



ENHANCED
SALON EXPERIENCE

INOA: Zero ammonia, zero fragrance, zero odor

SOURCE: Beautiful fragrance, zero sulfates,
satisfying lather



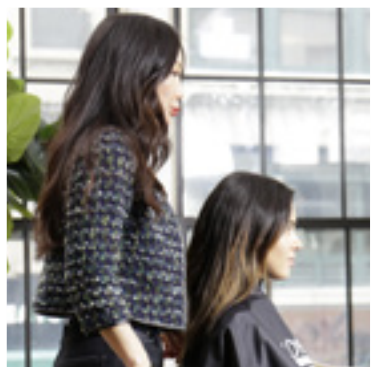
@laurenwarehimehair

ENHANCED
RESULT

INOA: Beautiful multi-dimensional hair color that
is hydrated, nourished and shiny.

SOURCE: Gentler ingredients that don't sacrifice
your clients' desired look and feel.

4 STEPS TO CREATE AN EXPERIENCE



1 CONSULTATION

With a 116 ammonia-free shade portfolio, there is a shade for every client. Explain how INOA's oil based technology will improve their color experience.

Source Essentielle offers the perfect regimen based on hair need and hair type.



2 APPLICATION

After mixing, educate your client on INOA's zero fragrance, zero odor, and zero ammonia.

“I **always** take a moment to have my clients recognize the **lack of harsh odor**. Then, I explain how INOA maintains the integrity of the hair and offers incredible staying power and shine. ”

JENNIFER LUSZCZAK
L'Oréal Professionnel Artist



3 BACKBAR

After using INOA Post Shampoo, apply Source Essentielle for a sensorial experience and a soft and shiny finish to the hair.



4 CHECK OUT

To keep clients coming back in-between color services, offer them a Loyalty Card to promote a retail purchase of Source Essentielle.

“ If your guest is concerned about ingredients, inform them about the **naturally derived ingredients** of Source. Then, take them to the beautiful display and engage with them about the shampoo's **refillable aspect**. ”

DANIEL MASON JONES
Owner Of Muse Salon, GA

REWARD YOUR CLIENTS **FOR GOOD HABITS**

Introduce a simple sell-through promotion with INOA & Source Loyalty Cards



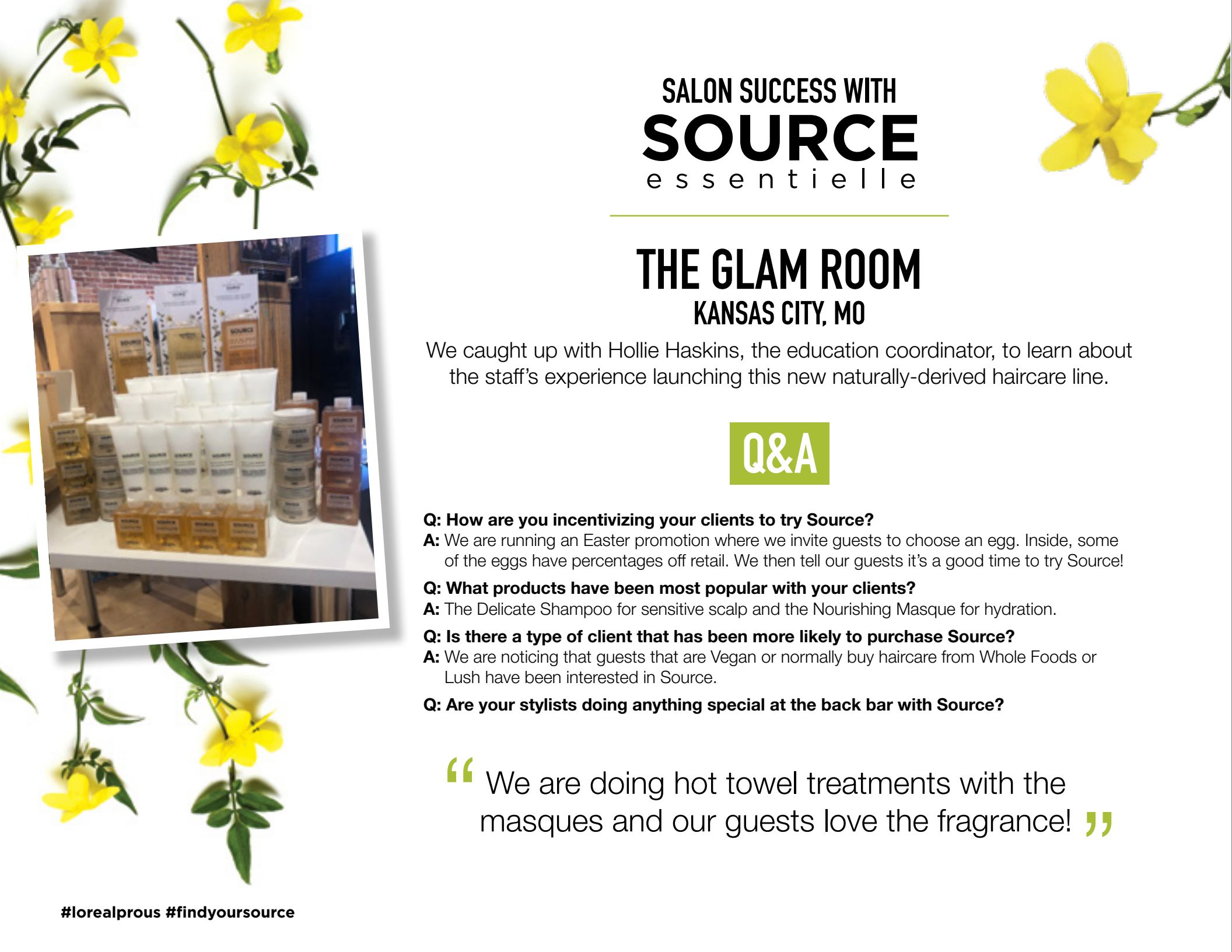
20% OFF **YOUR NEXT INOA SERVICE**

WITH THE PURCHASE:

1 Source Essentielle Shampoo & 3 Refills



#lorealproux #findyoursource #inoaus



SALON SUCCESS WITH **SOURCE** essentielle

THE GLAM ROOM KANSAS CITY, MO

We caught up with Hollie Haskins, the education coordinator, to learn about the staff's experience launching this new naturally-derived haircare line.

Q&A

Q: How are you incentivizing your clients to try Source?

A: We are running an Easter promotion where we invite guests to choose an egg. Inside, some of the eggs have percentages off retail. We then tell our guests it's a good time to try Source!

Q: What products have been most popular with your clients?

A: The Delicate Shampoo for sensitive scalp and the Nourishing Masque for hydration.

Q: Is there a type of client that has been more likely to purchase Source?

A: We are noticing that guests that are Vegan or normally buy haircare from Whole Foods or Lush have been interested in Source.

Q: Are your stylists doing anything special at the back bar with Source?

“ We are doing hot towel treatments with the masques and our guests love the fragrance! ”

INTRODUCING A NEW PROGRAM FOR PLATINUM LEVEL LOYALTY REWARDS MEMBERS

We've created a new program exclusively for Platinum LEVEL Members.
Members who spend \$25,000 in a quarter on L'Oreal Professionnel products
will receive 50,000* LEVEL Loyalty Points!

See how LEVEL Loyalty Rewards can help you elevate your craft
and reach your full potential.

Visit www.LevelLoyaltyRewards.com

LEVEL
LOYALTY REWARDS

* Approximately equivalent to 1 L'Oreal Professionnel Academy Class,
2 In-Salon Classes or 1 Expert Network Program Certification

IT HAPPENED IN MARCH...

L'ORÉAL PROFESSIONNEL'S 110TH ANNIVERSARY CELEBRATION

An over the top 3-day multi-event celebration in PARIS
bringing together 1,700 global attendees from 62 countries to
CELEBRATE, BE INSPIRED & LEARN.



“ The inspiration and energy from the event and the artists broke down the boundaries of language and brought together a family that shares love and appreciation for L'Oréal Professionnel. There is no place as fashionable and as artistic as Paris and no company as inspiring and authentic. The two combined, influence my career beyond skill and technique.

ANTHONY CIMOLO, Owner of Vanity Salon, Montclair, NJ *”*



Majirel

IONÈNE G
incell

PALE BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN	EXTRA COVERAGE	MAJIREL COOL COVER	MAJIROUGE	MAJIROUGE CARMILANE	HIGH LIFT
☐ 10/10N P1535200	☐ 8/8N 43008301	☐ 7/7N 43006701	☐ 6/6N 43004801	☐ 5/5N 43002901	☐ 4/4N P1531000	☐ 4.0/4NN P0048600	☐ CC 4/4N P0963500	☐ 6.60/6RRR LUMAX 43010331	☐ C3.66/C3RR P1225400	☐ Ash+ .11/BB P1115900
☐ 10.01/10NB P1535300	☐ 8.01/8NB P1533800	☐ 7.01/7NB 43006711	☐ 6.01/6NB P1532100	☐ 5.015/5NBRv P1403000	☐ 4.3/4G P1531100	☐ 5.0/5NN P0048700	☐ CC 5/5N P0963700	☐ 6.64/6RC RUBILANE P1608000	☐ C4.16/C4BR P1225500	☐ Ash .1/8 P1116000
☐ 10.21/10VB P1535400	☐ 8.03/8NG P1535700	☐ 7.014/7NBC P1344900	☐ 6.014/6NBC P1345000	☐ 5.023/5NVG P1403300	☐ 4.35/4GRv P1531200	☐ 6.0/6NN P0048800	☐ CC 5.1/5B P0963800	☐ 6.65/6RRv P1536600	☐ C4.55/C4RvRv P1229300	☐ Neutral.0/N P1116300
☐ 10.1/10B P1649700	☐ 8.07/8NGr P0626800	☐ 7.015/7NBRv P1403100	☐ 6.025/6NRv P1345300	☐ 5.025/5NVRv P1345400	☐ 4.45/4CRv 43002201	☐ 7.0/7NN P0049000	☐ CC 5.3/5G P0963900	☐ 7.40/7CCC RUBILANE P1608100	☐ C5.20/C5VV P1225700	☐ Beige .13/BG P1118400
VERY LIGHT BLONDE	☐ 8.1/8B P1533900	☐ 7.03/7NG P1533600	☐ 6.03/6NG P1533500	☐ 5.041/5NCB P1345200	☐ 4.55/C4RvRv P1229000	☐ 8.0/8NN P0049100	☐ CC 6/6N P0964000		☐ C5.60/C5RRR P1075700	☐ Violet .2/V P1116200
☐ 9/9N 43009101	☐ 8.13/8BG 43008501	☐ 7.035/7NGRv P1403200	☐ 6.07/6NGr P1532800	☐ 5.07/5NGr P1531900	☐ 4.56/4RvR P1453500		☐ CC 6.1/6B P0964100		☐ C6.46/C6CR P1453100	
☐ 9.01/9NB P1534600	☐ 8.3/8G P1534100	☐ 7.041/7NCB P1345100	☐ 6.1/6B 43005001	☐ 5.1/5B 43003101	☐ 4.65/4RRv P1536300		☐ CC 6.11/6BB P1021500		☐ C6.64/C6RC P1075500	
☐ 9.02/9NV P1649800	☐ 8.30/8GGG 43008701	☐ 7.042/7NCV P1345500	☐ 6.13/6BG P1453600	☐ 5.18/5BM P1164100	☐ 4.8/4M P0855200		☐ CC 6.17/6BG P1021900		☐ C6.66/C6RR P1075600	
☐ 9.03/9NG P1534300	☐ 8.34/8GC 43008701	☐ 7.1/7B P1533100	☐ 6.23/6VG P0047000	☐ 5.23/5VG P1676200	DARK BROWN		☐ CC 6.3/6G P0964200			
☐ 9.1/9B P1534700	☐ 8.43/8CG 43009001	☐ 7.12/7BV P1676300	☐ 6.3/6G P1532300	☐ 5.3/5G P1531500	☐ 3/3N P1530900		☐ CC 7/7N P0964300		MAJILIFT	MAJIBLOND ULTRA
☐ 9.12/9BV P1676400	NEW 8.45/8CRV P1453300	☐ 7.13/7BG P1533200	☐ 6.32/6GV P1501800	☐ 5.32/5GV 43003701			☐ CC 7.1/7B P0964400		☐ 607 NGr P1536700	☐ 901 S NB 43091331
☐ 9.13/9BG P1534800	☐ 8.8/8M P0856800	☐ 7.18/7BM P1164200	☐ 6.34/6GC P1532400	☐ 5.35/6GRv P1460300	BLACK				☐ 601 NB 43010541	☐ 900S NN P1536100
☐ 9.21/9VB P1052000		☐ 7.23/7VG P0066600	☐ 6.35/6GRv P1532500	☐ 5.4/5C P1531700	☐ 1/1N P1530800				☐ 600 S P1536900	
☐ 9.22/9VV P1534900		☐ 7.3/7G 43007101	☐ 6.45/6CRv 43005702	☐ 5.5/5Rv P1531800						
☐ 9.3/9G P1535000		☐ 7.31/7GB P1533400	☐ 6.6/6R P1532600	☐ 5.6/5R P1530700						
☐ 9.31/9GB P1535100		☐ 7.35/7GRv P1533500	☐ 6.62/6RV 43006201	☐ 5.8/5M P0856600						
		☐ 7.4/7C P1533600	☐ 6.8/6M P0856000	☐ 5.64/5RC 43004501						
		☐ 7.43/7CG P0066700		☐ 5.62/5RV P1536400						
		☐ 7.8/7M P0856400								

Majirel COOL COVER

☐ CC 6.17/6BG	☐ CC 9.11/9BB	☐ CC 9.1/9B	☐ CC 8/8N
☐ CC 7.17/7BG	☐ CC 5.1/5B	☐ CC 4/4N	☐ CC 9/9N
☐ CC 6.11/6BB	☐ CC 6.1/6B	☐ CC 5/5N	☐ CC 5.3/5G
☐ CC 7.11/7BB	☐ CC 7.1/7B	☐ CC 6/6N	☐ CC 6.3/6G
☐ CC 8.11/8BB	☐ CC 8.1/8B	☐ CC 7/7N	☐ CC 7.3/7G



MAJICRÈME 33.8 OZ.

- ☐ 20-vol.
P1537100
- ☐ 30-vol.
P1537200
- ☐ 40-vol.
P1537300

Majirel METALS

PLATINUM
☐ .12/BV
P1578300

AMYTHEST
☐ .22/NV
P1578600

ROSE GOLD
☐ .24/VC
P1578700

Majirel SHIMMERS

FOR DARK BASES

☐ .11/BB
P1625400

☐ .13/BG
P1825500

LUO COLOR

☐ 10/10N
P1524800

☐ 9/9N
P1525400

☐ 9.1/9B
P1524600

☐ 8/8N
P1525500

☐ 7/7N
P1525600

☐ 7.1/7B
P1524700

☐ 6/6N
P1525100

☐ 6.3/6G
P0042700

☐ 6.4/6C
P0042500

☐ 5/5N
40071031

☐ 4/4N
P1525300

☐ 4.20/4VV
40071221

☐ 4.65/4RRv
40071191

PASTELS

☐ P01/NB
P0056800

☐ P02/NV
P1524900

☐ P0/N
P1525000

LUO DEVELOPER
33.8 FL.OZ.

☐ 25-vol.
P1537000

LUO SHAMPOO
50.7 FL.OZ.

☐ 40234133

INOA™



CLEAR	PALE BLONDE	VERY LIGHT BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	REDS	LIGHT BROWN	BROWN	DARK BROWN	DARKEST BROWN
☐ CLEAR P0981500	☐ 10/10N P0541800	☐ 9/9N P0541100	☐ 8/8N P0540900	☐ 7/7N P0540800	☐ 6/6N P0540600	☐ 4.56/4RvR P1362800 High Resist	☐ 5/5N P0540700	☐ 5.32/5GV P0542600	☐ 4/4N P0541000	☐ 2.10/2BBB P0584800
MIXERS	☐ 10.01/10NB P0708100	☐ 9.0/9NN P1018500	☐ 8.0/8NN P1018400	☐ 7.0/7NN P0708400	☐ 6.0/6NN P0708300	☐ 5.5/5Rv P1362700 High Resist	☐ 5.0/5NN P0712600	☐ 5.35/5GRv P0542000	☐ 4.0/4NN P0712500	BLACK
☐ Blue P1029300	☐ 10.1/10B P0544000	☐ 9.01/9NB P0708200	☐ 8.1/8B P0543200	☐ 7.07/7NGr P0890000	☐ 6.07/6NGr P0755700	☐ 5.56/5RvR P1362900 High Resist	☐ 5.1/5B P0709100	☐ 5.4/5C P0543500	☐ 4.15/4BRv P0541900	☐ 1/1N P0541600
☐ Green P1029400	☐ 10.13/10BG P0707900	☐ 9.04/9NC P0981300	☐ 8.13/8BG P0583000	☐ 7.1/7B P0543800	☐ 6.1/6B P0542700	☐ 5.60/5RRR P0755500 DMS	☐ 5.11/5BB P1665000	☐ 5.45/5CRv P0583100	☐ 4.20/4VVV P0544400	
	☐ 10.21/10VB P0708000	☐ 9.1/9B P0583300	☐ 8.21/8VB P1296500 HIGH RESIST	☐ 7.13/7BG P0543100	☐ 6.11/6BB P0861300	☐ 5.12/5BV P1362600 High Resist	☐ 5.13/5BG P1665100	☐ 5.8/5M P0861800	☐ 4.26/4VR P0545000	
	☐ 10.23/10VG P1296400 High Resist	☐ 9.11/9BB P1029200	☐ 8.3/8G P0541700	☐ 7.11/7BB P1363500 High Resist	☐ 6.13/6BG P0584700s	☐ 5.62/5RV P0544900	☐ 5.17/5BGr P0583800		☐ 4.3/4G P0542200	
		☐ 9.12/9BV P1296700 High Resist	☐ 8.3/8G P1018200 Gold Naturals	☐ 7.17/6BGr P1029000	☐ 6.15/6BRv P0708600		☐ 5.18/5BM P1159000		☐ 4.35/4GRv P0542400	
		☐ 9.13/9BG P0544300	☐ 8.31/8GB P0544600	☐ 7.18/7BM P1159100	☐ 6.17/6BGr P1028800		☐ 5.20/5VVV P0754900		☐ 4.45/4CRv P0544100	
		☐ 9.2/9V P0544500	☐ 8.34/8GC P0543400	☐ 7.23/7VG P0543700	☐ 6.23/6VG P0542500		☐ 5.3/5G P0541500		☐ 4.8/4M P1158800	
		☐ 9.22/9VV P1633500 High Resist		☐ 7.3/7G P0541400	☐ 6.3/6G P0541300		☐ 5.3/5G P0541500			
		☐ 9.3/9G P1018300 Gold Naturals		☐ 7.3/7G P1018100 Gold Naturals	☐ 6.3/6G P1018000 Gold Naturals		☐ 5.3/5G P1017900 Gold Naturals			
		☐ 9.31/9GB P0583500		☐ 7.31/7GB P0542800	☐ 6.31/6GB P0861400		☐ 5.31/5GB P0708500			
		☐ 9.8/9M P1158900		☐ 7.34/7GC P0583400	☐ 6.32/6GV P0542100					
				☐ 7.35/7GRv P0543300						
				☐ 7.4/7C P0981200						
				☐ 7.43/7CG P0543000						
				☐ 7.44/7CC P0755800						
				☐ 7.8/7M P0862000						

INOA suprême



BLONDE	DARK BLONDE	LIGHT BROWN
☐ 8.31/8GB P0784800	☐ 7.14/7BC P0784100	☐ 6.23/6VG P0783800
☐ 8.32/8GV P0784900		☐ 6.54/RvC P0784000
☐ 8.34/8GC P0785000		

INOA Carmilane™



INOA CARMILANE
☐ C5.6/C5R P0937900
☐ C5.62/C5RV P0946400
☐ C6.64/C6RC P0938000
☐ C6.66/C6RR P0938100



RICH DEVELOPERS
32.0 FL. OZ.

- ☐ 10-vol.
P0610800
- ☐ 20-vol.
P0610600
- ☐ 30-vol.
P0968100

INOA POST SHAMPOO
50.7 FL. OZ.

- ☐ 40335672

HAIR touch up



SHADES

- ☐ DARK BROWN/BLACK
P1343800
- ☐ BROWN
P1343900
- ☐ WARM BROWN
P1524100
- ☐ LIGHT BROWN
P1344000
- ☐ BLONDE/DARK BLONDE
P1344100
- ☐ LIGHT WARM BLONDE
P1524000
- ☐ AUBURN
P1344200

DIAL RICHESSE



CLEAR	BLONDE	DARK BLONDE	REDS	LIGHT BROWN	BROWN	DARKEST BROWN
☐ CLEAR P0582000	☐ 7/7N P0581500	☐ 6/6N P0581100	☐ 4.62/4RV P0580301	☐ 5/5N P0580400	☐ 4/4N P0580000	☐ 2.10/2BBB P0540901
	☐ 7.01/7NB P0639801	☐ 6.01/6NB P0640000	☐ 5.5/5RV P0743901	☐ 5.01/5NB P0742500	☐ 4.01/4NB P0639900	
VERY LIGHT BLONDE	☐ 7.13/7BG P0640601	☐ 6.02/6NV P0641400	☐ 5.54/5RVc P0743900	☐ 5.07/5NGr P0891501	☐ 4.15/4BRv P0580100	
☐ 9/9N P0742401	☐ 7.14/7BC P0743001	☐ 6.12/6BV P0641300	☐ 5.60/5RRR P0826701	☐ 5.12/5BV P0641201	☐ 4.20/4VVV P0580201	
☐ 9.01/9NB P1477901	☐ 7.23/7VG P0640500	☐ 6.13/6BG P0581200	☐ 5.65/5RRv P0891201	☐ 5.13/5BG P0580501	☐ 4.26/4VR P0743700	
☐ 9.02/9NV P1478000	☐ 7.30/7GGG P0581600	☐ 6.23/6VG P0641100	☐ 6.55/6RVrV P0891300	☐ 5.15/5BRv P0580601	☐ 4.3/4G P0996701	
☐ 9.11/9BB P0742601	☐ 7.31/7GB P0581701	☐ 6.24/6VC P0743600	☐ 6.64/6RC P0826601	☐ 5.3/5G P0742801	☐ 4.8/4M P0890501	
☐ 9.13/9BG P0743201	☐ 7.32/7GV P0640301	☐ 6.3/6C P0742701		☐ 5.31/5GB P0580800		
☐ 9.3/9G P0996801	☐ 7.34/7GC P1024001	☐ 6.31/6GB P0891701		☐ 5.32/SGV P0580901	☐ 3/3N P0579900	
☐ 9.31/9GB P0640101	☐ 7.35/7GRv P0743101	☐ 6.32/6GV P1190800		☐ 5.35/5GRv P0640801	☐ 3.00/3NN P0639700	
	☐ 7.40/7CCC P1024101	☐ 6.34/6GC P0581301		☐ 5.42/5CV P0743400		
LIGHT BLONDE	☐ 7.43/7CG P0891101	☐ 6.35/6GRv P0581401		☐ 5.8/5M P0580600		
☐ 8/8N P0581801	☐ 7.8/7M P0890801	☐ 6.4/6C P0890901				
☐ 8.02/8NV P0640200		☐ 6.40/6CCC P0641500				
☐ 8.13/8BG P0743300		☐ 6.45/6CRv P0744000				
☐ 8.3/8G P0742901		☐ 6.8/6M P0890701				
☐ 8.31/8GB P0581901						
☐ 8.34/8GC P1190901						

DIAL RICHESSE



SHADES

☐

.35/GRV
P1279000

☐

.43/CG
P1279200

☐

.3/G
P1361900

☐

.46/CR
P1279100

☐

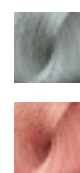
.34/GC
P1362000

☐

.64/RC
P1362100

BLACK
☐ 1/1N P0579801

DIAL RICHESSE



METALS
☐ .11 P1630400
☐ .24 P1630500

DIAL LIGHT



CLEAR	VERY LIGHT BLONDE	LIGHT BLONDE	BLONDE	DARK BLONDE	LIGHT BROWN	BROWN
☐ CLEAR P0587000	☐ 9.01/9NB P0586800	☐ 8/8N P0586300	☐ 7/7N P0641700	☐ 6/6N P0585700	☐ 5/5N P0641600	☐ 4/4N P0584900
	☐ 9.1/9B P1650100	☐ 8.1/8B P0997000	☐ 7.12/7BV P0826900	☐ 6.1/6B P0997100	☐ 5.1/5B P0891900	
PALE BLONDE	☐ 9.02/9NV P0586700	☐ 8.23/8VG P0892400	☐ 7.13/7BG P0998900	☐ 6.13/6BG P0585800	☐ 5.07/5NGr P0744200	
☐ 10.12/10BV P0641800	☐ 9.03/9NG P0586800	☐ 8.3/8G P0586400	☐ 7.31/7GB P0586100	☐ 6.23/6VG P0582300	☐ 5.26/5VR P0827400	
☐ 10.13/10BG P0641900	☐ 9.11/9BB P0744300	☐ 8.34/8GC P0586500	☐ 7.35/7GRv P1403500	☐ 6.3/6G P0585900	☐ 5.31/5GB P0585401	
☐ 10.21/10VB P0827200	☐ 9.12/9BV P0826900		☐ 7.4/7C P0827000	☐ 6.34/6GC P0586001	☐ 5.32/5GV P0892200	
☐ 10.22/10VV P1171000	☐ 9.13/9BG P0586900		☐ 7.40/7CCC P0744600	☐ 6.45/6CRv P0892000	☐ 5.35/5GRv P0642001	
☐ 10.23/10VG P1650300	☐ 9.21/9VB P1650200		☐ 7.43/7CG P0586200	☐ 6.46/6CR* P1024400	☐ 5.4/5C* P1024200	
☐ 10.32/10GV P0744400	☐ 9.3/9G P0585200		☐ 7.8/7M P1158700		☐ 5.52/5RVV P0585500	
	☐ 9.31/9GB P1403400			REDS	☐ 5.8/5M P1158600	
				☐ 4.65/4RRv P0585300		
				☐ 6.64/6RC P0827100		
				☐ 5.54/5RVc P0827500		
				☐ 5.66/5RR P0585600		

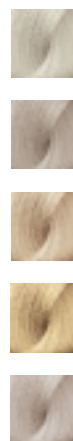
DIACIVATEUR
33.8 FL. OZ.

☐ 6-vol.
P0591700

☐ 9-vol.
P0591800

☐ 15-vol.
P0591900

DIAL LIGHT MILKSHAKES



☐ 9.01/9NB	☐ 9.12/9BV	☐ 10.22/10VV
☐ 9.1/9B	☐ 9.21/9VB	☐ 10.23/10VG
☐ 9.02/9NV	☐ 10.12/10VB	☐ 10.32/10GV
☐ 9.03/9NG	☐ 10.13/10BG	
☐ 9.11/9BB	☐ 10.21/10VB	

BLOND Studio

YOUR ULTIMATE TOOLBOX



OIL

- ☐ Sunkissed Lightening Oil
33.8 fl.oz.
U1800900



CREAM

- ☐ Majimèches Highlighting Cream
2.1 oz.
P1176000
- ☐ Majimèches Accelerator Packettes
6 x 1.0 oz.
E1476501



POWDER

- ☐ Freehand Techniques Powder
14.1 oz.
U1800900
- ☐ Multi-Techniques Powder
32 oz.
P1175800
- ☐ Freehand Techniques Powder
12.3 oz.
U2806500



INSTANT HIGHLIGHTS

- ☐ Heating Iron
P1630300
- ☐ Crème Lightener
E2677700
- ☐ Aluminum Foil
E2794600



PASTE

- ☐ Platinum Plus (Store Only)
17.6 oz.
E1474901
- ☐ Platinum Ammonia-Free
17.6 oz.
E1475101



NUTRI-DEVELOPERS, SUFOR PLATINUM ONLY

- ☐ 20-Vol.
33.8 fl.oz.
E1476600
- ☐ 30-Vol.
33.8 fl.oz.
E1476700
- ☐ 40-Vol.
33.8 fl.oz.
E1476800

TOOLS



BALAYAGE ARTIST TOOLKIT

- ☐ U1863900

New Specialized Balayage toolkit
containing:
2 brushes,
2 planchettes
1 wisk
Set of 5 clips



BALAYAGE BRUSHES

- ☐
- ☐



10 True-to-tone shades and 1 clear for unlimited possibilities



PINK SORBET
E2540200



SUNSET CORAL
E2540400



HYPNOTIC MAGENTA
E2540100



ELECTRIC VIOLET
E2540300



NAVY BLUE
E2539900



CARIBBEAN BLUE
E2540600



RED LIPSTICK
E2637500



YELLOW SUN
E2637100



SUGAR LILAC
E2723000



TWINKLE FUSCHIA
E2722600



CRYSTAL CLEAR
E2540500

smartbond®

OUR BOND STRENGTHENING SYSTEM

FOR STRONG & PROTECTED HAIR
DURING TECHNICAL SERVICE



SMARTBOND STEP 1
ADDITIVE
E2620500



SMARTBOND STEP 2
PRE SHAMPOO
E2298000



SMARTBOND STEP 3
CONDITIONER
U2437900



SMARTBOND SALON KIT
E2096300

1 x Step 1 Additive, 16.9 fl.oz.
2 x Step 2 Additive, 16.9 fl.oz.
Dispenser for Step 1

SMARTBOND TRIAL KIT
P1427500

1 x Step 1 Additive, 4.2 fl.oz.
1 x Step 2 Additive, 8.45 fl.oz.



FLASH PRO HAIR MAKE-UP



MYSTIC FOREST
E2776600



MIDNIGHT FUCHSIA
E2776700



SPICE IS NICE
E2777000



GOLD DIGGER
E2776500



SILVER LINING
E2899000



HELLO HOLO
E2777300



RED HOT
E2776300



DANCING PINK
E2776400



GALAXY TRIP
E2777200

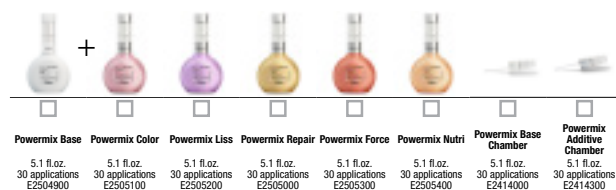


PURPLE REIGN
E2776900

SERIE EXPERT

IN-SALON

Powermix Treatments



Blondifier



Backbar

Absolut Repair Lipidium



Nutrifier



Liss Unlimited



Lumino Contrast



Inforcer



Vitmino Color A-OX



Volumetry



Silver

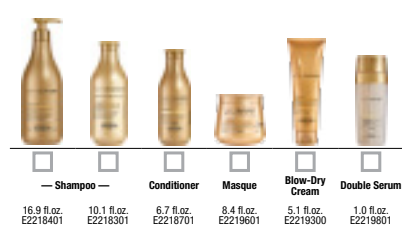


Blondifier

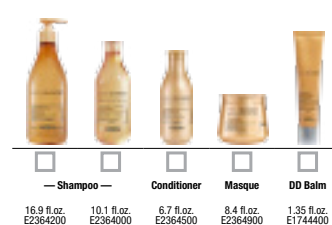


AT-HOME

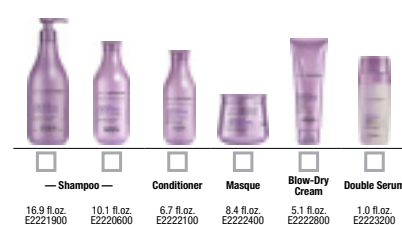
Absolut Repair Lipidium



Nutrifier



Liss Unlimited



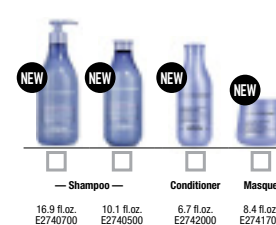
Lumino Contrast



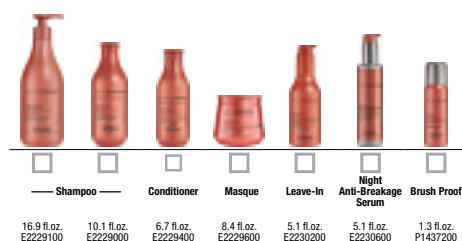
Silver



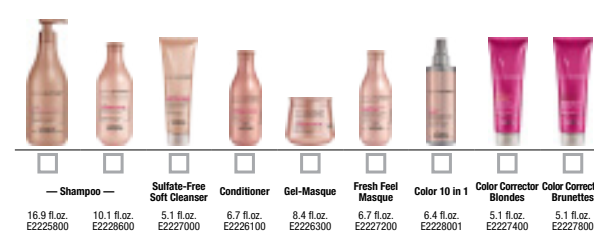
Blondifier



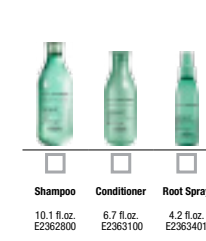
Inforcer



Vitmino Color A-OX

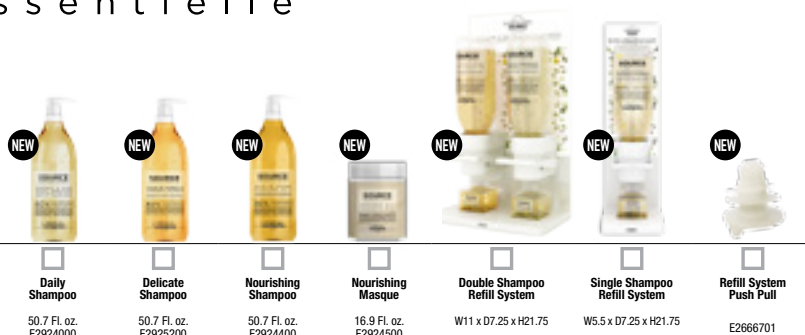


Volumetry



SOURCE essentielle

IN-SALON



☐	☐	☐	☐	☐	☐	☐
Daily Shampoo	Delicate Shampoo	Nourishing Shampoo	Nourishing Masque	Double Shampoo Refill System	Single Shampoo Refill System	Refill System Push Pull
50.7 Fl. oz. E2924000	50.7 Fl. oz. E2925200	50.7 Fl. oz. E2924400	16.9 Fl. oz. E2924500	W11 x D7.25 x H21.75	W5.5 x D7.25 x H21.75	E2666701

AT-HOME



☐	☐	☐	☐	☐	☐
Daily Shampoo	Daily Detangling Conditioner	Nourishing Shampoo	Nourishing Masque	Delicate Shampoo	Radiance Masque
10.1 Fl. oz. E2923800	6.7 Fl. oz. E2923900	10.1 Fl. oz. E2924100	10.1 Fl. oz. E2924200	10.1 Fl. oz. E2925100	8.4 Fl. oz. E2924700

Techni. ART

HOLD



☐	☐	☐	☐
Extreme Laquer	Infinium 3	Infinium 4	Web
10.2 oz. P1053201	10.2 oz. P1054101	10.2 oz. P1054201	5.1 oz. E2906400

TEXTURE



☐	☐
Next Day Hair	Archtexture
6.8 oz. P1053301	1.7 oz. P1053503

STYLE REVIVERS



☐	☐
Fresh Dust	Morning After Dust
3.4 oz. P1053700	6.76 oz. E1584100

VOLUME



☐	☐	☐	☐
Liss & Pump Up	Volume Envy Extra	Densité	Super Dust
5.0 fl.oz. E1025202	8.2 oz. E2909300	4.2 fl.oz. P1053900	0.25 oz. E0940301

TRANSFORMERS



☐	☐
Transformer Lotion	Transformer Gel
5.1 fl.oz. E2909000	5.1 fl.oz. E2908700

SMOOTH



☐	☐	☐
Sleek & Swing	Liss Control	Liss Control +
5.0 fl.oz. E1045102	5.0 oz. E0962302	1.69 oz. E0962503

SHINE



☐
Lumi.Contrôle
1.7 oz. P1053600

CURL



☐	☐	☐	☐	☐	☐
Bouncy & Tender	Spiral Queen	Siren Waves	Sweetheart Curls	Wave Fatales	
5.0 fl.oz. E1045202	6.52 oz. E1977200	5.0 oz. E1474301	5.0 oz. E0949001	5.0 oz. E0949102	

HOMME



☐	☐	☐	☐	☐
Strong	Sculpte	Mat	Clay	Poker Paste
5.0 fl.oz. E0975000	5.0 fl.oz. E1599101	2.7 fl.oz. E1599600	1.7 fl.oz. E1601200	2.6 oz. U2835700

MYTHIC OIL

IN-SALON

Normal to Fine Hair

Thick Hair

					
☐	☐	☐	☐	☐	☐
Emulsion Ultrafine	Shampoo	Masque	Huile Initiale	Conditioner	Masque
5.0 fl.oz. E1857800	33.8 fl.oz. E1858000	16.9 fl.oz. E1858101	5.0 fl.oz. E1861400	33.8 fl.oz. E1857400	16.9 fl.oz. E1857500

AT-HOME

Normal to Fine Hair

Thick Hair

Leave-Ins

								
☐	☐	☐	☐	☐	☐	☐	☐	☐
Shampoo	Masque	Shampoo	Conditioner	Masque	Serum de Force	Creme Universelle	Huile Originale	Huile Radiance
8.45 fl.oz. E1860600	6.7 fl.oz. E1859801	8.45 fl.oz. E1860000	6.7 fl.oz. E1860100	6.7 fl.oz. E1860500	1.7 fl.oz. E0985600	5.0 fl.oz. E1977300	3.4 fl.oz. E2505600	3.4 fl.oz. E2505700

PRO|FIBER

PROFESSIONAL HAIR DAMAGE SCIENCE

IN-SALON

Revive

Restore

Recover

RE-CREATE

								
☐	☐	☐	☐	☐	☐	☐	☐	☐
Shampoo	Concentrate — Box of 10 —	Shampoo	Concentrate — Box of 10 —	Shampoo	Concentrate — Box of 10 —	Renew Activating Masque	Shampoo	Concentrate — Box of 10 —
34 fl.oz. E1628300	0.51 fl.oz. E1628800	34 fl.oz. E1629400	0.51 fl.oz. E1628900	34 fl.oz. E1629500	0.51 fl.oz. E1629000	16.9 fl.oz. E1629200	34 fl.oz. E2022400	0.51 fl.oz. E2022600

AT-HOME

Revive

Restore

Recover

RE-CREATE

													
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Shampoo	Conditioner	Masque	Leave-In	Shampoo	Masque	Leave-In	Shampoo	Conditioner	Leave-In	Shampoo	Conditioner	Leave-In	Re-Charge — Box of 6 —
8.45 fl.oz. E1627600	6.76 fl.oz. E1627900	6.76 fl.oz. E1628200	2.54 fl.oz. E1628500	8.45 fl.oz. E1627700	6.76 fl.oz. E1628300	5.1 fl.oz. E1628600	8.45 fl.oz. E1627800	6.76 fl.oz. E1628100	2.54 fl.oz. E1628700	8.45 fl.oz. E2022301	6.76 fl.oz. E2022500	5.1 fl.oz. E2022700	0.68 fl.oz. E1629100



RETAIL TRAVEL SIZES

SERIE EXPERT

Vitmino Color A-OX



☐ Shampoo 3.4 fl.oz. E1573500
☐ Masque 2.55 fl.oz. E1573701
☐ Color 10 in 1 1.5 fl.oz. E2548600

Absolut Repair Lipidium



☐ Shampoo 3.4 fl.oz. E1121500
☐ Masque 2.55 fl.oz. E2546101

Inforcer



☐ Shampoo 3.4 fl.oz. E2547500
☐ Masque 2.5 fl.oz. E2547600

Nutrifier



☐ Shampoo 3.4 fl.oz. E1745600
☐ Masque 2.5 fl.oz. E1745800

**Tecni.
ART**



☐ Extreme Laquer 2.1 oz. P1106100
☐ Next Day Hair 2.1oz. P1053400

**MYTHIC
OIL**

Thick Hair



☐ Shampoo 2.50 fl.oz. E2507400
☐ Masque 2.50 fl.oz. E2507600

Normal to Fine Hair



☐ Shampoo 2.50 fl.oz. E2507300
☐ Masque 2.50 fl.oz. E2507500

Oils and Leave-ins



☐ Huile Originale 1.01 fl.oz. E2308500
☐ Crème Universelle 1.69 fl.oz. E2529100

L'ORÉAL
PROFESSIONNEL
PARIS

ACCESSORIES

DIA ACCESSORIES

- ☐ DIA HOLSTER (TOOL BELT)
E0305900

BALAYAGE ACCESSORIES

- ☐ BALAYAGE COMPLETE ARTIST KIT
(includes all the accessories below in a durable carryall case)
U1863900
- ☐ BALAYAGE KIT LARGE PLANCHETTE
U1863500
- ☐ BALAYAGE KIT SMALL PLANCHETTE
U1863600

LIGHTENER ACCESSORIES

- ☐ LIGHTENER SMALL PLANCHETTE
40703764
- ☐ LIGHTENER MEDIUM PLANCHETTE
E9845200

MÈCHES

- ☐ EASI-MÈCHES LONG
40703764
- ☐ QUICK-MÈCHES LONG
40700052
- ☐ SWEET MÈCHES
E1980400
- ☐ ALUMINUM FOIL
E2794600

SMARTBOND ACCESSORIES

- ☐ SMARTBOND DISPENSER
E2254800

L'ORÉAL PROFESSIONEL BRANDED ACCESSORIES

- ☐ APRON
40703772
- ☐ APPLICATOR BOTTLE
40702444
- ☐ BOWL
E2492000
- ☐ MINI HAIRCOLOR BRUSH
40702729
- ☐ SMALL HAIRCOLOR BRUSH
40702728
- ☐ CAPE
40703771
- ☐ COLOR RACK
For use with INOA, Majirel, DIA & LUO, each rack holds 18-21 tubes
U0841800
- ☐ COLOR WHISK
40701660
- ☐ SHAKER
U2127500
- ☐ DIGITAL TIMER
U1395400
- ☐ TUBE KEY
40703163
- ☐ GRIP CLIPS
(set of 4)
U2747100

SERIE EXPERT ACCESSORIES

- ☐ BACKBAR SHAMPOO PUMP
E1599400
- ☐ BACKBAR CONDITIONER PUMP
E0519700
- ☐ POWERMIX BASE CHAMBER
E2414000
- ☐ POWERMIX BOWL & SPATULA
E2414300

SOURCE ESSENTIELLE

- ☐ BACKBAR SHAMPOO PUMP
E2666600

MYTHIC OIL ACCESSORIES

- ☐ BACKBAR SHAMPOO PUMP
E2011800
- ☐ BACKBAR CONDITIONER PUMP
E0668900

PRO FIBER ACCESSORIES

- ☐ BACKBAR SHAMPOO PUMP
E160500
- ☐ MEASURING SPOON
E2115400



Majirel



- ☐ LP MJ MAJIREL ABSOLU 6
43004801
- ☐ LP MJ MAJIREL ABSOLU 7
43006701
- ☐ LP MJ MAJIREL ABSOLU 5
43002901
- ☐ LP MJ MAJIREL ABSOLU 8
43008301
- ☐ LP MJ MAJIREL SUPERIOR COVERAGE 6.0
P0048800
- ☐ LP MJ MAJIREL SUPERIOR COVERAGE 7.0
P0049000
- ☐ LP MJ MAJIREL SUPERIOR COVERAGE 5.0
P0048700
- ☐ LP MJ MAJIREL ABSOLU 9
43009101
- ☐ LP MJ MAJIREL ABSOLU 4
P1531000
- ☐ LP MJ MAJIREL SUPERIOR COVERAGE 8.0
P0049100

Majirel COOL COVER



- ☐ LP MJ COOL COVERAGE 6
P0964000
- ☐ LP MJ COOL COVERAGE 7
P0964300
- ☐ LP MJ COOL COVERAGE 5
P0963700
- ☐ LP MJ COOL COVER 8
P1020700
- ☐ LP MJ COOL COVERAGE 7.1
P0964400
- ☐ LP MJ COOL COVERAGE 4
P0963500
- ☐ LP MJ COOL COVERAGE 6.1
P0964100
- ☐ LP MJ COOL COVER 8.11
P1021700
- ☐ LP MJ COOL COVER 7.11
P1021600
- ☐ LP MJ COOL COVERAGE 5.1
P0963800

INOA™



- ☐ LP INOA 2P 6
P0540600
- ☐ LP INOA 2P 7
P0540800
- ☐ LP INOA 2P 5
P0540700
- ☐ LP INOA 2P 8
P0540900
- ☐ LP INOA 2P 6.0
P0540600
- ☐ LP INOA 2P 7.0
P0708400
- ☐ LP INOA 2P 4
P0541000
- ☐ LP INOA 2P 5
P0712600
- ☐ LP INOA 2P 9
P0541100
- ☐ LP INOA 2P 8.0
P0540900

DIALIGHT



- ☐ DIA LIGHT CLEAR
P0587000
- ☐ DIA LIGHT 10.12 (MILKSHAKE)
P0641800
- ☐ DIA LIGHT 9.01 (MILKSHAKE)
P0586600
- ☐ DIA LIGHT 10.21 (MILKSHAKE)
P0827200
- ☐ DIA LIGHT 9.12 (MILKSHAKE)
P0826800
- ☐ DIA LIGHT 9.11 (MILKSHAKE)
P0744300
- ☐ DIA LIGHT 8
P0586300
- ☐ DIA LIGHT 10.13 (MILKSHAKE)
P0641900
- ☐ DIA LIGHT 9.13
P0586700
- ☐ DIA LIGHT 9.13
P0586900

TOP RETAIL MUST-HAVES



**Vitamino
Shampoo**
300ml
E2228600



**Vitamino
Conditioner**
200ml
E2226100



**Vitamino
10n1**
190ml
E2228001



**Vitamino CC
Blonde**
150ml
E2227400



ARL Masque
250ml
E2219601



**Inforcer
Shampoo**
300ml
E2229000



**Inforcer
Conditioner**
200ml
E2229400



**Inforcer
Masque**
250ml
E2229600



**Volumetry
Root Spray**
125ml
E0718000



**Mythic Oil
Originale**
100ml
E2505600

Tecni. ART



Next Day Hair
6.8 oz
P1053300



Infinium 4
10.2 oz
P1054200



**Volume Envy
Extra**
8.2 oz
E1442600



Architexture
1.7 oz
P1053501



**Transformer
Lotion**
5.1 oz
E2909000

SERIE EXPERT POWERMIX



**POWERMIX
REPAIR**
5.1 fl.oz.
E2505000



**POWERMIX
NUTRI**
5.1 fl.oz.
E2505400



**POWERMIX
COLOR**
5.1 fl.oz.
E2505100



**POWERMIX
LISS**
5.1 fl.oz.
E2505200



**POWERMIX
FORCE**
5.1 fl.oz.
E2505300



**POWERMIX
BASE**
5.1 fl.oz.
E2504900